

BIG BRANDS

BIG TROUBLE

LESSONS LEARNED THE HARD WAY

JACK TROUT

Big Brands Big Trouble Lessons Learned The Hard Way

Matt Haig



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Sharon Jarvis, 2005-07-07 How did liberal become a dirty word in American politics How did compassionate conservative become a viable campaign theme When did the independent voter become the most sought after prize in modern campaigns And why haven't third party candidates enjoyed similar acclaim The Talk of the Party listens to how the language of partisanship_including words like Democrat Republican party liberal conservative and independent_has been used over the past fifty years and how it has created or limited political opportunities Listening to the talk of the party can teach valuable lessons about campaigns opportunities for public life and the future of these American institutions **Brand Failures** Matt Haig, 2005 It's not just smaller lesser known companies that have launched dud brands On the contrary most of the world's global giants have launched new products that have flopped spectacularly and at great cost Haig organizes these 100 failures into ten types which include classic failures e.g. New Coke idea failures e.g. R J Reynolds smokeless cigarettes extension failures e.g. Harley Davidson perfume culture failures e.g. Kellogg's in India and technology failures e.g. Pets.com

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and how marketers can better interact with other prime movers in their companies This book really delivers on this much neglected subject sounding a wake up call to marketers everywhere on how to exert their influence and improve their contribution to cash flow Philip Kotler S C Johnson Distinguished Professor of International Marketing Kellogg School of Management Northwestern University The authors understand that marketing is now the most important force within an organization if you can figure out how to coordinate the rest of your colleagues This book shows you how Seth Godin author of Small Is the New Big This leadership guide is a must read for every executive who wants to understand the crucial connection between marketing and bottom line results Warren Bennis Distinguished Professor of Business Administration University of Southern California and author of On Becoming a Leader The best marketing leaders are those who can harness the power of the enterprise not just lead the marketing team This book will give you the ability to align and inspire the entire company Jerry Noonan Spencer Stuart

The Globalization of Nothing 2 George Ritzer, 2007-01-18 The Globalization of Nothing is back in a revised and completely updated edition with an even greater emphasis on the processes of globalization and how they relate to McDonalidization As before this book is structured around four sets of concepts addressing the issues of places non places things non things people non people and services non services By drawing upon salient examples from everyday life George Ritzer invites the reader to examine the nuances of these concepts in conjunction with the paradoxes within the process of the globalization of nothing Critical questions are raised throughout and the reader is compelled not only to seek answers to these questions but also to critically evaluate the questions as well as their answers New to This Edition Features a greater emphasis on the main topic of globalization A new first chapter offers an introductory overview of globalization and globalization theory outlining the unique ways in which these topics are addressed throughout the text Offers a new way to conceptualize and theorize about globalization This edition delves into two subprocesses of globalization glocalization and grobalization Provides a new way to think about consumer culture and globalization New material is presented on consumer culture and its globalization as well as on the role of branding Uses a nontechnical and accessible style with many global examples The examples in this book are drawn from everyday life and a global consumer culture that are readily recognizable to students Shorter and more concise in response to reviewer feedback Intended Audience This text can be used in a variety of courses focusing on the principles of sociology social change social theory globalization consumerism and the global economy in sociology departments as well as in related courses in departments of political science or economics Contributor to the SAGE Teaching Innovations and Professional Development Award **Brand**

Royalty Matt Haig, 2006 More than simply a comprehensive collection of brand success stories this text will also help businesses and students to easily identify the factors behind these successes and to place them into a broader business and social context Harvard Business Review ,2001 The Publishers Weekly ,2002 **Library Journal** ,2002 **Long**

range planning Society for Long Range Planning, 2002 Business World ,2002 **Business 2.0** ,2002 **The**

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